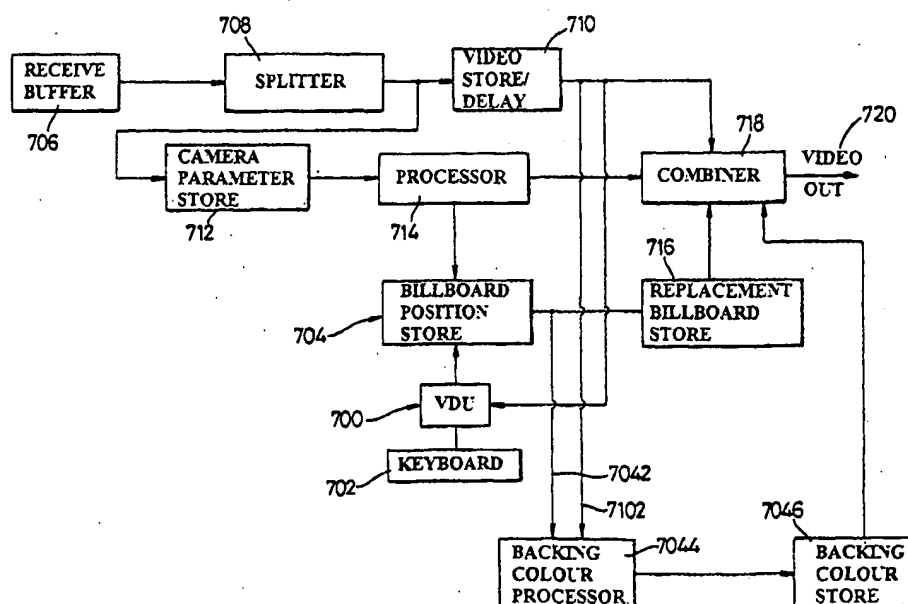




## INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification <sup>6</sup> : H04N 5/272, 9/75, 5/262		A1	(11) International Publication Number: WO 97/09822
			(43) International Publication Date: 13 March 1997 (13.03.97)
(21) International Application Number: PCT/GB96/02224 (22) International Filing Date: 9 September 1996 (09.09.96) (30) Priority Data: 9518439.6                      8 September 1995 (08.09.95)      GB 9601101.0                      19 January 1996 (19.01.96)      GB (71) Applicant (for all designated States except US): ORAD HI-TEC SYSTEMS LIMITED [IL/IL]; 14 Hata'as Street, Savir CTR, P.O. Box 2177, 44425 Kfar Saba (IL). (71) Applicant (for KG KZ RU SI SK UZ only): GOODMAN, Christopher [GB/GB]; 22 Village Close, Edwalton, Nottingham NG12 4AD (GB). (72) Inventors; and (75) Inventors/Applicants (for US only): WILF, Itzhak [IL/IL]; 263 Ben-Gurion Road, 47212 Ramat-Gan (IL). SHARIR, Avi [IL/IL]; 21 Ani Maamin Street, 67727 Ramat Hasharon (IL). TAMIR, Michael [IL/IL]; 13 Beit-Tsuri Street, 69122 Tel-Aviv (IL). (74) Agent: GILDING, Martin; Eric Potter Clarkson, St. Mary's Court, St. Mary's Gate, Nottingham NG1 1LE (GB).		(81) Designated States: AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GE, HU, IL, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, TJ, TM, TR, TT, UA, UG, US, UZ, VN, ARIPO patent (KE, LS, MW, SD, SZ, UG), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, ML, MR, NE, SN, TD, TG).  Published With international search report. Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.	

(54) Title: METHOD AND APPARATUS FOR AUTOMATIC ELECTRONIC REPLACEMENT OF BILLBOARDS IN A VIDEO IMAGE



## (57) Abstract

Apparatus for automatic electronic replacement of a billboard in a video image including a video camera for viewing the billboard in which the billboard comprises a specific chroma-key area and in which the apparatus comprises means to recognise the specific chroma-key area in a stadium and to replace the billboard electronically.